

# “Carteles Viales” (Traffic signs)

Posting of signs during the *escraches*<sup>1</sup> in Buenos Aires and other cities in Argentina.

The human rights organization H.I.J.O.S<sup>2</sup>. & GAC (Grupo de Arte Callejero) worked together since 1998.



## CONFLICT

The responsables for crimes against humanity were not able to be judged until 2004. The impunity laws applied during the 90' absolved and freed the genocide responsables and stopped the possibility to get them on trial.

## LOCAL CONTEXT

The human right's struggle has a long history in Argentina, started by *Madres de Plaza de Mayo* in 1977. In 1995, a new generation of activists took over with creative demonstrations, in which the music, the “invisible theatre”, the visual arts and other non-conventional formats became protagonists.

## GOALS

To point out the presence of the *genocidas* (genocide responsables) and “ex-ccd” -*centros clandestinos de detención*- (illegal detention centers) in our own neighborhoods. “These people are waking among us.”  
To raise people awareness of the importance of social condemn.



1 It's the practice of denouncing people who were responsible for the crimes (kidnapping, torture and murder) committed by the argentinian dictatorship from 1976 to 1983, including previous years when the “State terrorism” began.

2 *Hijos por la Identidad y la Justicia contra el Olvido y el Silencio* is a collective of sons and daughters of the “disappeared” victims of the dictatorship.



## STRATEGY

To use the graphic codes of urban space, changing their meanings, to create a permanent mark on the street. After the *escrache* is gone, the sign stays in the place to be discovered by the neighbor or the pedestrian.



## TOOLS /TACTICS

Subvertising: the sign informs proximity to the house of the responsible of genocide.



The icons were taken from usual traffic codes and were modified in a simple way to represent different situations related with the dictatorship crimes. As a special suggestion from some human rights organizations, we incorporated the slogan of "*Juicio y castigo*" (trial and punishment) that it's not justice by our hands, nor revenge.

